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† This index was prepared by Elizabeth Mattson, Managing Editor of *Marketing Science*. The keywords were developed by Professor Robert Leone of The University of Texas at Austin and assigned to the articles by his doctoral students, Preet Aulakh, Gautam Challagalla, Kalpesh Desai, George Hunt, Kishore Krishna, Gita Lal, Elliot Maltz, Brad McBride, Carol Megehee, Hiten Mehta, Shikhar Sarin, Karen Smith, S. Srinivasan, Scott Swan, and Ramaswamy Venkatesh.

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